

SOSA RAFFLE DRAWING IS HERE

Thank you to everyone who purchased raffle tickets to support AAFSW's efforts in the Secretary of State's Award for Volunteerism Abroad (SOSA). We certainly appreciate your support and hope you are holding one of the lucky winning tickets. The raffle drawing is taking place the second week of February—just in time for Valentine's Day! All winners will be contacted. Please remember that AAFSW can only mail prizes within the metropolitan D.C. area.

If you missed the raffle, but would like to contribute to the SOSA fund, please send your tax-deductible donation to the office or visit www.aafsw.org to donate online. The SOSA award recognizes outstanding volunteers within the Foreign Service community who work tirelessly and often without recognition to improve the quality of life at posts abroad. AAFSW welcomes your continued financial support of this worthy cause.

2005 AAFSW BOARD ELECTION: LOOKING FOR PEOPLE YOU ADMIRE

Do you have a friend who is cheerful, smart, curious, aware, and interested in the world and the broader issues of Foreign Service life? Is your friend a person who basically likes the Foreign Service lifestyle? Might this be someone you know at your present post or a friend you have known for ages? Is this person reliable? Like to keep busy? Multi-task? Have a "can-do" personality? Is this person staying at home with a young family or about to retire but not yet organized for a second career or coming back to the D.C. area after years abroad?

This is just the sort of person that we would love to see involved in AAFSW! Every two years, AAFSW members elect individuals to serve as Board officers, and in April 2005, we will vote again. We will also be filling Committee positions, and new volunteers are sought to represent the entire spectrum of our membership. As some of the current AAFSW leaders prepare for retirement or new posts abroad or new jobs or the opportunity to take

on new responsibilities within AAFSW, we seek energetic new people, with new ideas, to help us continue our work on behalf of present and future Foreign Service family members.

So, what can I do?

The AAFSW Nominating Committee is actively seeking nominations from all branches of the Foreign Service, CLOs, AAFSW members, former members, and even those who have never been members. Nominate that smart, aware friend, that reliable colleague, or yourself. See pages 2 and 3 for complete details on the nominating process and on the Board positions to be filled by this election. AAFSW is a viable 501(c)3 institution that annually generates and gives substantial amounts to scholarships and activities that support the Foreign Service community. Help us keep our leadership strong, insightful, creative, and dedicated to AAFSW!

NEW PASSWORD FOR MEMBERS ONLY

Effective January 15, 2005, you need the new password to access the Members Only section of www.aafsw.org. To obtain the password, email office@aafsw.org. Once your membership is verified, AAFSW will forward you the password so that you do not miss any news and updates online.

GRANTS AVAILABLE

The J. Kirby Simon Foreign Service Trust is now accepting proposals for grants to support your community service projects at post. Open to all Foreign Service employees and family members worldwide. Visit www.aafsw.org or www.kirbysimontrust.org for more information.

TELL US WHAT YOU THINK!

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A WARM WELCOME TO OUR NEW AND RETURNING MEMBERS

Eda Fischer
Connie G. Griffin
Christy Grimste
Karen Klimowski
Tessa McBride
Michelle E. Monroe
TC Morphis
Monique K. Nathan
Catherine B. Salvaterra

THANK YOU TO OUR GENEROUS DONORS

James A. Baker III
June Byrne Spencer

NOMINATING COMMITTEE CONTACT LIST

To nominate a candidate and for more information on the election, please contact any member of the Nominating Committee.

Chris Zarr

Tel: 301-229-7218
zarrcj@comcast.net

Judy Felt

Tel: 703-370-1414
vicepresident1@aafsw.org

Lesley Dorman

Tel: 202-484-3497
publicrelations@aafsw.org

ELECTION 2005: NOMINEES SOUGHT NOW

Our members worldwide can help prepare the slate of nominees for our election in April 2005. Consider the nominating process and the Board positions—sound like someone you know? Let us know!

How can I nominate someone?

In the next weeks, you may receive a telephone call or email from a member of the AAFSW Nominating Committee seeking advice on potential candidates for our Board election or, perhaps, to persuade you to throw your hat in the ring. We hope you will be able to help us, but please, do not wait for us to contact you. If you can lead us to someone (including yourself) who is willing and able to fulfill any of the elected positions listed on page 3, please do not hesitate to call or email one of us! See the sidebar for the Nominating Committee contact information.

Who can be nominated?

There are but a few requirements for nominees in this election:

- All nominees must be living in the greater Washington, D.C. area or returning to the area by summer 2005 so, if elected, they can serve their term.
- All nominees must be available to serve a two-year term (with the possibility of re-election if they should choose).
- All nominees must be or become members of AAFSW.
- At least one of the offices of President, First Vice-President, or Second Vice-President must be held by the spouse of an active duty employee of the Foreign Service agencies.

There is no age requirement or minimum years of Foreign Service experience. While elected Board members must attend monthly meetings at the AAFSW office in Washington, D.C., much of the work can be done at home and via email, telephone, or fax—perhaps a

parent of small children would be interested or maybe a newly retired individual. While Foreign Service spouses have traditionally held Board positions, employees from any agency that operates under the aegis of an ambassador when overseas can also be nominated.

Excellent candidates possess an interest and awareness of the issues of Foreign Service life, are organized and able to multi-task, are self-starters, and excited by the prospect of helping AAFSW achieve its mission. Prior professional experience (fundraising, accounting, etc.) and computer skills are highly sought, but not required.

Beyond election

While there are Board positions to fill in 2005, the Nominating Committee is also looking ahead. We have already spoken to a member who would like to run for a Board position two years down the road and another who wants to volunteer at AAFSW's Housing Office at Main State and yet another who had been looking forward to volunteering at BOOKFAIR once she retires. We are pleased to reconnect with our members and find new volunteers for our organization.

We also view our search as an opportunity to reach out to the greater Foreign Service community who may not know about AAFSW and its contributions. Please, tell your friends about AAFSW and why you are a member—show them a copy of the Global Link or send them to www.aafsw.org or help them join Livelines email discussion group. With your friends' permission, tell us about them (include email address), and we will contact them (or have them contact one of us directly). Maybe the discussion will lead to one of your friends—or you—becoming AAFSW's next Secretary.

Thanks to you, we look forward to an exciting election!

Chris Zarr

AAFSW Nominating Committee Chair

THE 2005 AAFSW BOARD ELECTION WILL DECIDE THESE POSITIONS

President

- May serve a maximum of four years; at end of service, may become President Emerita/us to act in an advisory capacity as needed.
- Presides over Association meetings; appoints Committee Chairs (with Board approval); signs and executes all documents in the name of the Association when Board approves; represents Association in all aspects. Oversees Association procedures and processes, working with the Board and Committee Chairs.

First Vice-President

- Two-year term with the possibility of re-election.
- Assumes duties of the President when necessary; acts as Chair of the Finance Committee; acts as chair of the Nominating Committee; gives input on all Association publications and procedural matters; takes on any additional responsibilities at the request of the President.

Second Vice-President

- Two-year term with the possibility of re-election.
- Assumes the duties of the First Vice-President when necessary; maintains contact with the non-standing Committee Chairs, reporting to the Board on their behalf; Chair of the Fundraising Committee, working with the Board and Treasurer.

Secretary to the Board

- Two-year term with the possibility of re-election.
- Takes minutes of all Board meetings and other meetings when so asked; works closely with AAFSW Office Manager and Media Team to coordinate dissemination of accurate minutes and information; oversees

the maintenance of Association records; acts as parliamentarian at Board meetings, ensuring that Roberts Rules of Order are followed.

Treasurer

- Two-year term with the possibility of re-election.
- Maintains all financial records for the Association; prepares monthly and cumulative reports to the Board; supervises investment of Association funds; seeks financial advice when necessary; oversees payment of bills and vouchers; is a member of and works closely with Finance committee; files necessary IRS and District of Columbia reports; prepares annual budgets presented to the Board and the membership; works closely with BOOKFAIR/Bookplace Treasurer.

Book Operations Treasurer

- Two-year term with the possibility of re-election.
- Maintains all financial records and accounts pertaining to BOOKFAIR and BookPlace; works closely with BOOKFAIR and BookPlace managers; responsible of collection of receipts, depositing, and accounting for all revenue generated by BOOKFAIR and BookPlace; member of the Finance Committee.

As mentioned, several committee chair positions will open this year, including but not limited to Membership, CLO Association, and Legislative Liaison. While these positions are not elected, they carry important responsibilities and are critical to AAFSW's operations. Please contact a member of the Nominating Committee to learn more about these and other committees.

2005 AAFSW ELECTION ONLINE

To ensure all members worldwide have an opportunity to review the open positions, nominate and consider candidates, and vote, AAFSW is taking this election to the Internet. Now until April 2005 visit www.aafsw.org for all election details, including nomination and voting guidelines, Board position profiles, candidate statements, and online ballots.

As always, paper ballots that can be filled in and mailed to the AAFSW office will be in the April 2005 Global Link. AAFSW hopes that by disseminating election information online and in print and by offering two voting methods, we will reach more members and increase voter turnout.

AFSA AWARDS UPDATE

AFSA is seeking nominations for its three awards for exemplary performance of assigned duties or voluntary duties at an overseas post that constitute extraordinary contributions to effectiveness, professionalism, and morale. Visit www.afsa.org/awards.cfm for more on the Nelson B. Delavan Award for OMSs, the M. Juanita Guess Award for CLOs, the Avis Bohlen Award for family members, and other awards for FSOs.

FOR MORE ON BUSINESS PLANS

The Small Business Administration has an excellent website on business plans that offers forms, basic steps to follow, and detailed instructions: www.sba.gov/library/pubs/mp-15.txt

www.bplans.com/

www.bpiplans.com/Articles.htm

FOR MORE ON MARKETING STRATEGIES

http://www.ivillage.com/work?arrivalSA=1&cobrandRef=0&arrival_freqCap=1&pba=adid=11174514

<http://www.businessownersideacafe.com/>

As suggested by an AAFSW member and former director of the American Chamber of Commerce in Riga, Latvia, check out <http://www.amcham.lv/page.php?cat=208> to read online advice columns on small business development, including business plans.

WORKING OVERSEAS: BE YOUR OWN BOSS

Debra Thompson, LEA Canada

Last month, Global Link featured an article by Debra Thompson highlighting the ins and outs of State Department and local government regulations pertaining to self-employment while overseas. This month, Debra tells how to build a solid foundation for any business anywhere.

Working overseas, much less maintaining a career, can be very challenging for Foreign Service spouses. While not a solution for all, many have found personal and professional rewards in running their own businesses. Regardless of the type of business you would like to start-up—and there are plenty; see page 5 for just a few examples—you need to do extensive planning.

Business plan

Most important is developing a business plan, which is a written description of your business' future. The time and thought that you invest before writing it forces you to take an objective, critical, and unemotional look at the entire proposal. The finished plan provides you with an operational tool that will help you manage your business. The plan also provides you with a communication device for discussing your business and its financing with investors, partners, family, etc. Statistics show that a well-thought-out business plan increases your chances of making your business a success. There are seven major sections in a business plan:

- 1. Executive summary:** Synopsis of your entire business plan, including your business concept, financial features and requirements, current business position, and major achievements, all in under a page.
- 2. Business description:** Description of your business, including its structure, legal form, business systems, and products or

services, as well as description of the current industry and its outlook. If looking for investors, include a description of how your business will be profitable.

- 3. Market strategies:** Clear definition of target market achieved through painstaking market analysis, which forces you to become familiar with all aspects of the market.
- 4. Analysis of competition:** Should also include strategies to gain the advantage.
- 5. Development plan:** Information for investors on product/service development, market development, and organizational development needed to enable the company to reach its quantifiable goals.
- 6. Operations and management plans:** Logistics of the organization, including the various responsibilities of the management team, the tasks assigned to each division within the company, and capital and expense requirements related to the operations of the business.
- 7. Financial components:** Income statement, cash-flow statement, and balance sheet.

For the average home-based business this business plan format may seem like a great deal of work, but it will make you organize your thoughts and will give you a much better chance at success.

Marketing plan

Once you have completed your business plan and are ready to do business, you must implement your marketing plan. There is a tremendous amount of assistance available to you at this point, but there are a couple of basic but valuable tips to keep in mind.

First, develop a Unique Selling Proposition (USP). This takes the place of a logo but clearly identifies your company. The USP

should consist of a few words that will help people to remember you. The USP should not be longer than one line of type. A good example is VISA's slogan, "Everywhere you want to be."

Next you will need a one-minute presentation prepared and practiced to present at every possible opportunity. In this presentation you say who you are, what you do, and why anyone should bother to use your business. Be sure to include what you want them to remember most, your Unique Selling Proposition (USP), what would add credibility to you, and what benefits you can offer this person(s). Be careful to avoid jargon and do not talk about the process but rather tell them how you do business. Avoid talking about prices or costs unless it works to your benefit or it is part of your positioning. And finally, never sell yourself short with qualifiers.

Other marketing tools and ideas include business cards, brochures, media coverage, bulletin boards, classified ads, portfolio, shows and displays, local organizations, and networking.

With a great deal of planning and preparation, Foreign Service spouses can maintain a career through self-employment. Although the frequent moves encountered by the Foreign Service lifestyle will continue to be disruptive, spousal employment does not have to cease. Most businesses developed by the Foreign Service spouse can be restarted in each new post of assignment. Once you have proven to yourself that you can operate a business, restarting it will not be quite as daunting as the original start-up. Remember, you have valuable skills to market and you can be successful if you are willing to take some risks and work very hard.

AAFSW member Debra Thompson currently lives in Montreal and is the Local Employment Adviser in Canada. She is one of the main architects of FLO's SNAP program. As a career consultant, educator, and Foreign Service spouse, she has experienced local economy employment and home-based business ownership on three continents. She can be contacted at ThompsonD3@state.gov.

FIRST-HAND EXPERIENCE

Helen Long, AAFSW member, Foreign Service spouse, and founder of Long Solutions (www.longsolutions.org), believes writing a business plan and marketing strategy have been critical to her success. "Taking the time to create these documents before setting up a new business can save headaches down the road when you are overwhelmed with the everyday tasks and excitement of new business, new clients, and new horizons."

AAFSW member and Foreign Service spouse, **Christy Grimste**, wrote a business plan for an importing business that she ultimately decided not to develop. She says, "...putting the whole things down on paper made me consider issues and questions I had not thought of before, despite reading all about entrepreneurial ventures and majoring in business in college. Rather than plunging into it and finding out midstream that the costs would outweigh the benefits, the business plan showed me that what I had thought was a foolproof venture would actually not work as I envisioned. Someday, if I ever try to pursue this particular venture again, I will approach it differently thanks to the insight the business plan gave me."

Jan Fischer Bachman, AAFSW member and self-employed Foreign Service spouse, says "I highly recommend creating a business plan for anyone who wants to go beyond 'just working.' It is easy to get a bit of freelance work. It is harder to develop that into a career or an ongoing business. A well-thought-out business plan will help you to do that!"

POSSIBLE HOME-BASED BUSINESSES Maybe something will click with you

- Advertising specialties
- Bookkeeping
- Calligraphy service
- Computer consultant
- Computer tutor
- Direct Selling
- Disc jockey
- eBay auction seller
- Family trees
- Financial consultant
- Gift basket biz
- Graphic/Web design
- Interior design
- Keepsake videos/
albums
- Kid-proof homes
- Landscape design
- Make and sell a
food product
- Market your
art or crafts
- Massage therapy
- Newsletter
- Party planner
- Personal assistant
- Personalized greeting
card service
- Photographer
- Restaurant consultant
- Resume service
- Self empowerment/
Life craft workshops
- Services for seniors
- Sewing entrepreneur
- Teach your craft
- Writing/editing service

UNDERSTANDING OUR PAST TO BUILD OUR FUTURE

Terri Williams, AAFSW President

As you know, 2005 is a year of change and growth for AAFSW. Bylaws will be reviewed, a new Board elected, committee chairs appointed, and new volunteers welcomed. To mark these events and give our newer members some perspective on AAFSW's history and record of achievement, we are repeating on our website a speech made by then President Mette Beecroft at AAFSW's "Century of Women in the Foreign Service" event in December, 1999. In it, Mette details the beginnings of AAFSW—as well as the FLO, the FSYF, and other family-focused programs and institutions that AAFSW helped create—and chronicles the role these women played in the Foreign Service during the 20th century. Please visit www.aafsw.org to read this fascinating account in its entirety, plus additional notes on AAFSW's achievements over the last five years.

Over the years and through all its challenges and triumphs, AAFSW's mission statement has sustained this organization since its founding in 1960. This statement was amended in 1985 and further amended and simplified in 2000. However, only the wording was changed, not the original intent. These changes resulted from many months of our "Millennium Meetings," which interested AAFSW members attended. The final outcome reads:



Hallijean Chalker (FSS), Marjorie Gillman, June Byrne, Ann Penfield, and Nene Dorman review AAFSW's Certificate of Incorporation. March 17, 1961.

The business and objectives of the corporation are:

- To form an organization of individuals who are associated with the foreign affairs agencies of the United States of America, either by relationship to employees of said agencies or by employment therein, for the purpose of furthering the well-being of the foreign affairs community in all lawful and legitimate ways;
- To advance and safeguard the interests of its members;
- To facilitate the exchange of information pertaining to education, employment, and community conditions, including housing;
- To encourage fund-raising efforts to provide scholarships, funding of community projects, and for all other purposes deemed appropriate by the Board;
- To provide emergency assistance to members of the foreign affairs community;

- To develop and maintain archives relating to AAFSW and to the history of Foreign Service spouses and family members;
- To encourage educational and practical training programs.

Through advocacy and activities, the organization seeks to promote a better quality of life and

foster an esprit de corps in the foreign affairs community.

These basic concepts have not changed since 1960 and continue to guide us. In fact, these words are printed on the wall of our Board room in the AAFSW office to remind us of our purpose.

From 1928 when Mrs. Edith Carr started arranging luncheons for the wives from the recently combined Diplomatic Corps and the Consular Corps to the AAFSW president cutting the ribbon at the OBC's opening in 1977 to the launch of AAFSW's email discussion group, Livelines, with only 15 members in 1998 (approaching 1,200 today), Foreign Service spouses have been fighting for quality of life issues and creating community on a global scale. As we begin 2005, we look to you, our worldwide members, to help AAFSW reach its goals and set new ones for the years to come.

THE COUNTRY OF GEORGIA: An Ancient Culture, *The Revolution of Roses*, A New Democracy

Barbara Gordon, AAFSW Programs Chair

Our March 15th program will give us an opportunity to learn more about an ancient and mysterious part of the world through the eyes of **Nana Maraneli**, who came to the United States in 1994 and is presently the instructor of Georgian language and culture at FSI.

Georgia is a part of the Ibero-Caucasian culture, which has close connections to Greece. Many of the mythological tales that came down to us through Greek literature, such as “Jason and the Golden Fleece,” were closely related to and influenced by tales from Georgia.

Nana’s interest, education, and professional career have been in the arts and linguistics. She is fluent not only in Georgian, but also in Russian and English. Much of her academic career was spent at Tbilisi State University, but she earned her Ph.D. from the Morris Tories Institute of Foreign Languages in Moscow.

From 1980 to 1990, Nana was Chief of Staff of the Tbilisi State Academy of Arts, and then became head of their Department of Foreign Relations. In 1989, she became the first Executive Director of the Soros Foundation of

Georgia. Through her various teaching roles, she rose to become the head of the Fine Art Department of the Georgian Cultural Foundation from 1987-1990. From that position, she reported directly to the President of the Soviet Union Culture Foundation who happened to be Raisa Gorbachova! Nana organized the first art auction in the Soviet Union, instituted the Georgian Contemporary Art auction in Paris, and arranged exhibits in Georgia, Russia, France, Austria, the Netherlands, and Great Britain.

In 1994, Nana turned her abilities to the world of business, in which she was a tremendous success and continued to include the arts in her activities. During her presentation, Nana will touch on portions of her life and show special slides that only a privileged few have seen.

Be sure to come join us **March 15, 2005** in the Diplomatic Reception Rooms to hear Nana’s insights on the history and present situation of this fascinating and still-developing independent country—Georgia!

LE NEZ IN A BOOK

The AAFSW French Group starts off 2005 with a fascinating book, Le Marquis de Custine's *Lettres de Russie*, in which Custine recounts his trip through Russia in 1839. We have just begun reading and discussing the book and invite you to join our conversations over coffee and tea prepared by our wonderful hostesses. We meet on **February 4** and **February 18** at 10:00am. Please contact Christel G. MacDonald at 703-525-9755 or frenchgroup@aafsw.org for more information.

MARCH 15 PROGRAM

The Country of Georgia

PLEASE REPLY NO LATER THAN TUESDAY, MARCH 8, 2005

Coffee & tea at 10:00am, program begins 10:30am on the 8th floor Diplomatic Reception Rooms, Main State (Please use the C Street entrance of the State Department.)

Please send form and check made out to AAFSW for **\$15** per person to:

AAFSW Reservations, 5125 MacArthur Blvd. NW Suite 36 Washington, D.C. 20016

MARCH 15 PROGRAM

Name (as you wish it to appear on the name tag)

Social Security Number

Telephone

Name of guest(s) and SSN(s)

More News to Use

“NEXTSTEPS” FOR WIDOWS AND WIDOWERS

The Office of Casualty Assistance (OCA) announces the formation of a new email discussion group, NextSteps for Widows and Widowers, which is specifically designed for those in the Foreign Affairs community who have lost a life partner. NextSteps offers you an opportunity to network with other widows and widowers who are familiar with the unique milieu of the overseas experience. You can share

experiences, ideas, information, and resources. Topics covered include grief, bereavement, recovery, and other information helpful to people of all ages, religious backgrounds, and sexual orientations, who have suffered the death of a spouse or life partner.

The forum is restricted to U.S. citizen Civil Service and Foreign Service employees and USG employees who have served in an overseas U.S.

mission and their widows, widowers, and life partners. Retired employees or their widows or widowers are also eligible. NextSteps is sponsored by OCA and AAFSW.

If you are interested in joining this email discussion group, or would like additional information, please contact the OCA at 202-736-4302 or oca@state.gov.

PIT BUYBACK UPDATE FROM FLO

The provision calling for implementation of earlier legislation on PIT retirement credit buyback has not been enacted. Although it appeared in several bills, none were passed for reasons unrelated to the PIT buyback provision. These bills expired when the 108th Congress adjourned in December, 2004. Contrary to the State Department's and AFSA's efforts, the PIT buyback provision did not appear in the Omnibus

Appropriations Bill, the major legislative vehicle that did pass.

The proposed PIT buyback provision would have amended the original legislation to include a 60-day deadline for the Office of Personnel Management (OPM) to issue the implementation guidelines. Since the provision has not been enacted, the original legislation stands with no deadline for OPM.

What does this mean for family members with service covered by this

legislation? Until OPM issues the necessary implementing regulations, service during this time cannot be purchased back and credited.

The Department continues to press for legislative action to foster implementation of the PIT buyback legislation, and the Family Liaison Office will continue to provide updates as they become available. AFSA also continues to monitor this and other legislative issues impacting employees and family members.

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AAFSW
FEBRUARY 2005

**2005 AAFSW ELECTIONS:
ACCEPTING NOMINATIONS NOW!**